

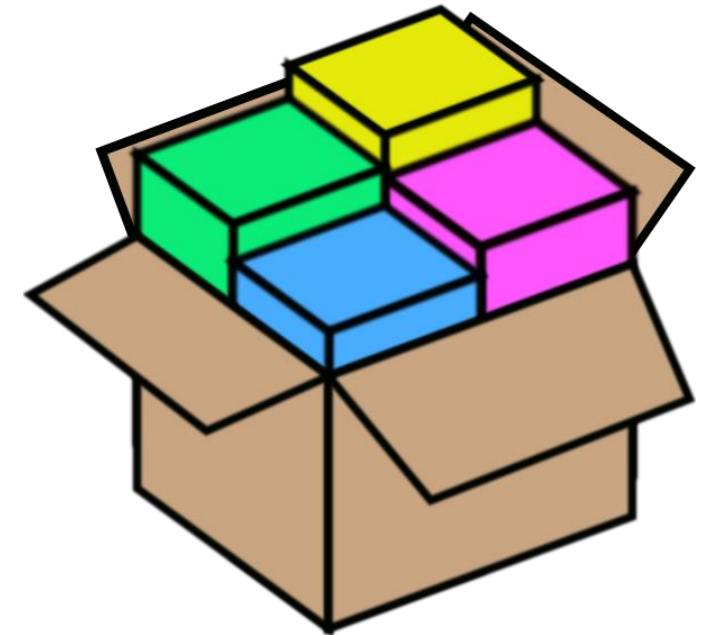
# Guide to Creating Product Bundles

# What Is Product Bundling?

**Product bundling** is offering several products for sale as one combined product or package

Sellers sell a package or set of goods for a lower price than they would charge if the customer bought all of them separately

The bundle then attracts customers who would normally not buy the products without the bundle.



# Types of Product Bundling

Quantity

Buy 1 Get 1 Free

Free gift

Combo



Bundles with the same SKUs

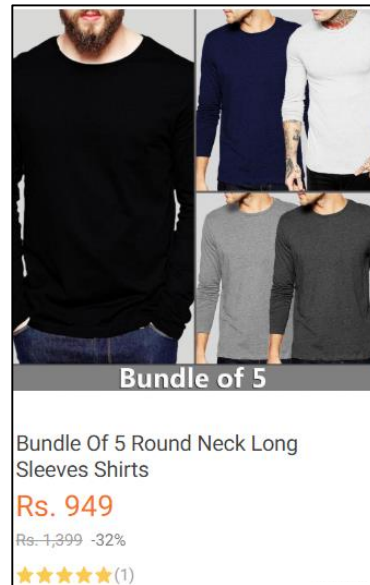


Bundles with different SKUs

**Note:** Only one type of bundle feature can be activated at a single time for a particular SKU. You must deactivate one bundle feature for that SKU in order to reactivate another

# Bundles: Quantity

A form of promotion that offers a special discount when a customer purchases multiple quantities



Sellers can sell multiple items of a single SKU for a price lower than what it would cost if bought separately

## Benefits

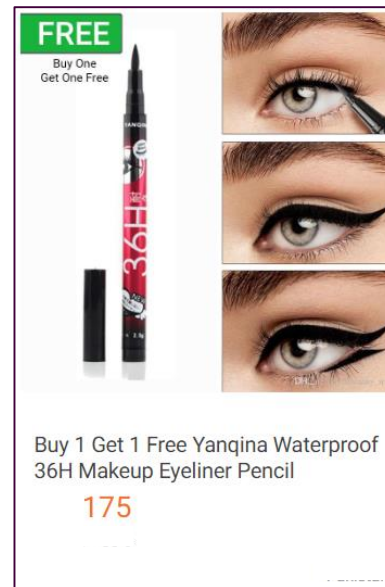
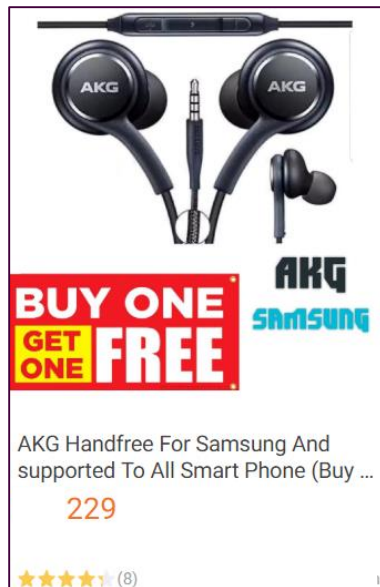
Single package shipping fee makes products more affordable for customers

Increase profit margins for low priced items

Increase Seller assortment variety and sales volume

# Bundles: Buy 1 Get 1 Free

A common form of sales promotion also known as *two for one*



Whilst the cost per item is proportionately cheaper than if bought on its own, it is not actually half price

## Benefits

Single package shipping fee makes products more affordable for customers

Encourages stock clearance by increasing sales

Seller can highlight products with low views and sales

# Bundles: Free Gift

Free gift bundle is a type of promotion where the customer gets a listed product at 100% discount on the purchase of a specific product



Gifts are a great way to attract customers

## Benefits

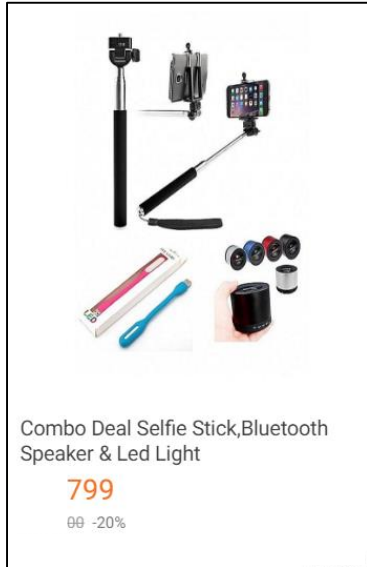
Sellers are able to utilize this technique to increase sales

Stock clearance of items

Giving an SKU at 100% discount attracts customers

# Bundles: Combo

A promotion where different products are sold together as a set with one or more items at discounted prices



Products with high views and sales mix with less popular products

## Benefits

Increase profit margins for less popular products

Increase in assortment variety, sales volume and conversion rates

Sellers get to bundle more items together and enjoy higher sales

Sell supplementary products with main products

# Why Should I Create Bundles?

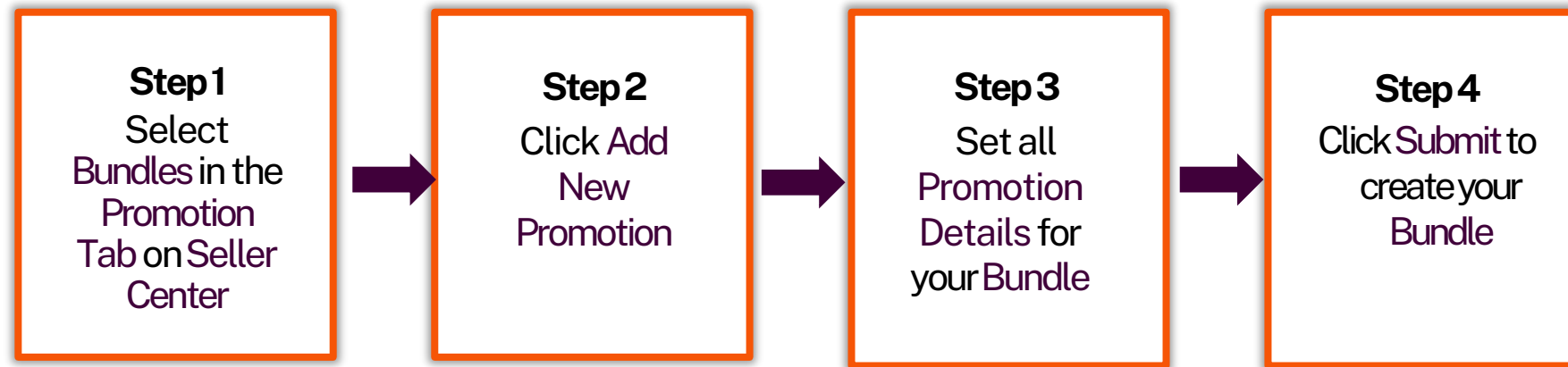
- Sellers can create bundles to differentiate their deals from competitors, especially in high-priced competitive categories
- It's a great opportunity to sell low cost items as part of a bundle
- Bundles allow Sellers to clear their inventory of whatever products they choose
- Additionally, bundles are a foolproof way to attract customers and increase conversion rate, sales and enhance overall performance





# How To Create Bundles?

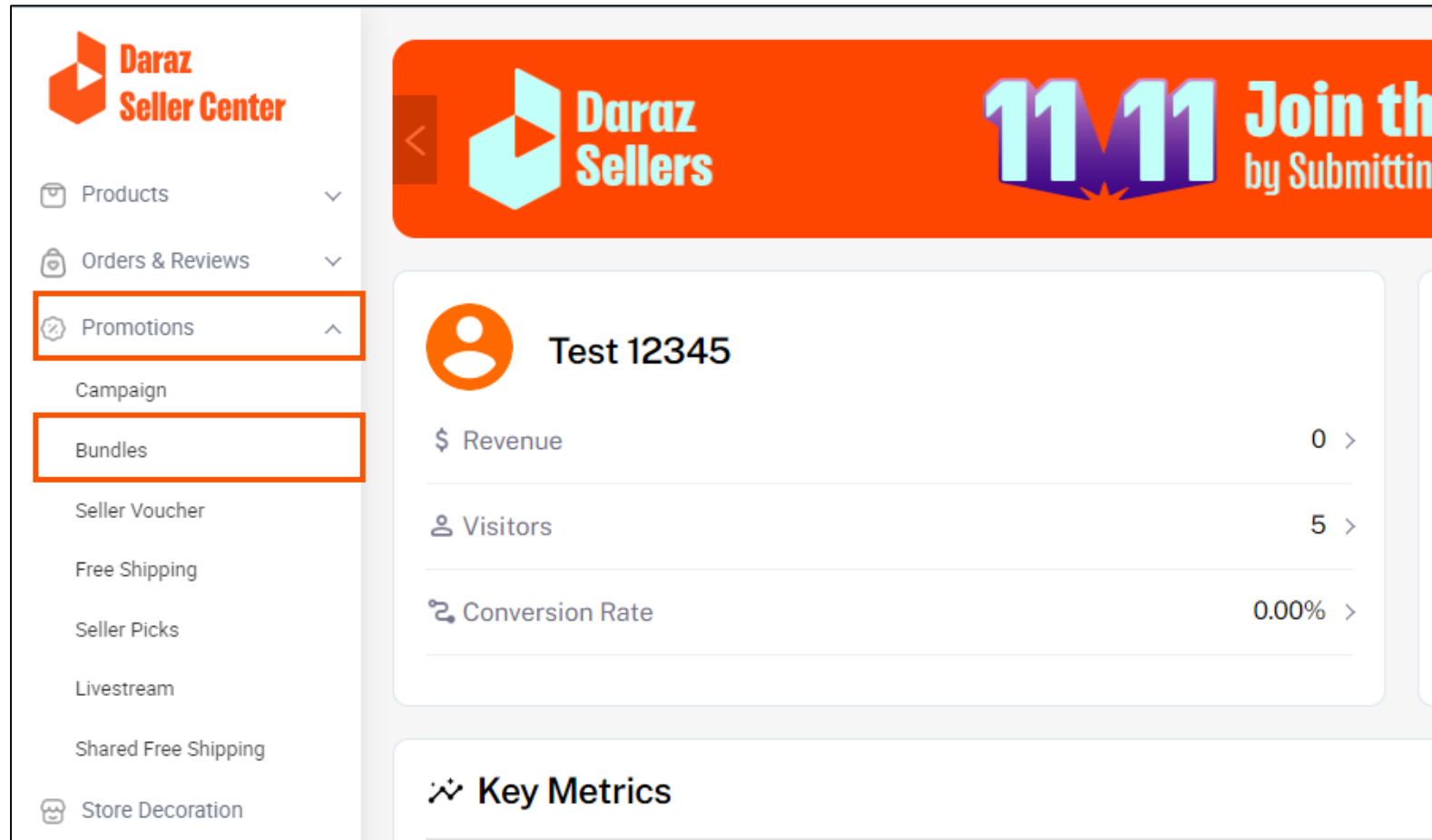
Shown below is an overview of how you can create bundles on Daraz Seller Center



We will now learn how to add each type of bundle through a step by step process

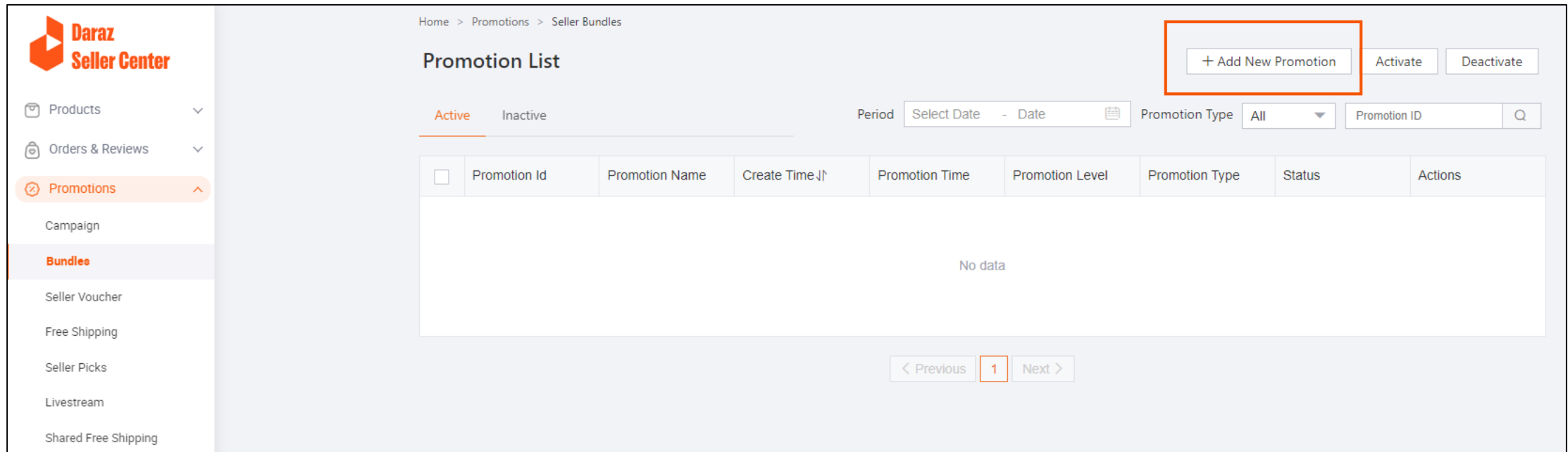
# How To Create Product Bundles?

**Step 1:** Login to Daraz Seller Center. Go to the **Promotions** tab, click on **Bundles**



# How to Create a Product Bundle?

**Step 2:** Click on **Add New Promotion**



The screenshot displays the Daraz Seller Center interface. On the left is a sidebar with the 'Daraz Seller Center' logo and a menu including Products, Orders & Reviews, Promotions (highlighted), Campaign, Bundles, Seller Voucher, Free Shipping, Seller Picks, Livestream, and Shared Free Shipping. The main content area shows the breadcrumb 'Home > Promotions > Seller Bundles' and the title 'Promotion List'. Below the title are tabs for 'Active' (selected) and 'Inactive'. To the right of the tabs are filters for 'Period' (a date range selector), 'Promotion Type' (a dropdown menu set to 'All'), and a 'Promotion ID' search field. A red box highlights the '+ Add New Promotion' button in the top right corner. Below the filters is a table with columns: Promotion Id, Promotion Name, Create Time, Promotion Time, Promotion Level, Promotion Type, Status, and Actions. The table is currently empty, displaying 'No data'. At the bottom right of the table area are pagination controls: '< Previous', '1' (highlighted), and 'Next >'.

# How to Create a Product Bundle?

## Quantity Bundle

**Step 3:** You will now arrive at the **Promotion Detail** page. If you want to create a **Quantity Bundle**, follow these steps

Home > Promotions > Promotion Detail

### Promotion Detail

1 Promotion Type \*
Quantity

2 Promotion Name \*
Buy 2 get 10% off

3 Promotion Time \*
2019-11-01 - 2019-11-10

Promotion Level \*
SKU

#### Discount levels


4 Promotion Condition \*
☐ Percentage ☒ Money Value

Buy 10 same product, get for each item 10 % off

5 + Add A Quantity Level

#### Main Product

6 + Add Product

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions
test kids bag		10.0	-	10	Delete

7 Cancel Submit

1. Select Quantity in Promotion Type
2. Enter a definitive name for your Promotion (take note that this can only be seen by the Seller)
3. Select the time period during which you want your bundle to be active
4. Select between Percentage or Money Value
5. Indicate the quantity and discount you would like to offer
6. Choose the product you want to offer in the bundle
7. Click submit to create your bundle

# How to Create a Product Bundle?

## Buy 1 Get 1 Free

**Step 3:** If you want to create a **Buy 1 Get 1 Free Bundle**, follow these steps

Home > Promotions > Promotion Detail

### Promotion Detail

1 Promotion Type \*

Buy 1 Get 1 Free

2 Promotion Name \*

Buy 1 Get 1 Free

3 Promotion Time \*


2019-11-01 - 2019-11-10

Promotion Level \*

SKU

### Main Product

4 + Add Product

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions
test kids bag		10.0	-	10	Delete

### Promotion History

No data

5 Cancel Submit

1. Select Buy 1 Get 1 Free in Promotion Type
2. Enter a definitive name for your Promotion (take note that this can only be seen by the Seller)
3. Select the time period during which you want your bundle to be active
4. Choose the product you want to offer as Buy 1 Get 1 Free
5. Click submit to create your bundle

# How to Create a Product Bundle?

## Free Gift

**Step 3:** If you want to create a **Free Gift Bundle**, follow these steps

Home > Promotions > Promotion Detail

### Promotion Detail

1 Promotion Type \*

Free Gift

2 Promotion Name \*

Free gift

3 Promotion Time \*


2019-11-01 - 2019-11-10

Promotion Level \*

SKU


4 Main Product

+ Add Product

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions
test kids bag		10.0	-	10	Delete

5 Free Gift Products

+ Replace Products

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions
mangrove test 2391 2		641.0	-	5	Delete

Promotion History

6

Cancel

Submit

1. Select Free Gift in Promotion Type
2. Enter a definitive name for your Promotion (take note that this can only be seen by the Seller)
3. Select the time period during which you want your bundle to be active
4. Select the main product you want the buyers to purchase
5. Add another SKU you would like to give as the free gift
6. Click Submit to create your bundle

# How to Create a Product Bundle?

## Combo

**Step 3:** If you want to create a **Combo Bundle**, follow these steps

Promotion Detail


1 Promotion Type \* Combo 2 Promotion Name \* Combo

3 Promotion Time \* 2019-11-01 - 2019-11-10 Promotion Level \* SKU

☐ Allow customers to buy only some items of this combo



4 Main Product

+ Add Product

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions	Discount (off)	Discounted Price
test kids bag		10.0	-	10	Delete	5 % off	9.50

5 Combo Products

+ Replace Products

Product Name	Product Picture	Retail Price	Sale Price	Available Stock	actions	Discount (off)	Discounted Price
mangrove test 2391 2		641.0	-	5	Delete	5 % off	608.95
test express shipping		500.0	-	20000	Delete	5 % off	475.00

Promotion History

No data

7 Cancel Submit

1. Select Combo in Promotion Type
2. Enter a definitive name for your Promotion (take note that this can only be seen by the Seller)
3. Select the time period during which you want your bundle to be active
4. Add an SKU which will be the master product of your combo bundle
5. Add SKUs that you want to add in the combo (you can add up to 4)
6. Input the discount you are offering in the combo
7. Click Submit to create your bundle

# Product Bundling: Management

**Step 4:** In the **Promotion List**, you may manage your bundles by **Activating** or **Deactivating** them at any time

Home > Promotions > Seller Bundles

Promotion List

+ Add New Promotion

Activate

Deactivate

Active

Inactive

Period

Select Date - Date

Promotion Type

All

Promotion ID

Q

<input type="checkbox"/>	Promotion Id	Promotion Name	Create Time ↕	Promotion Time	Promotion Level	Promotion Type	Status	Actions
<input checked="" type="checkbox"/>	10634206200001	Qtest 1	2019-08-01 18:01:06	Aug 1st 19 - Aug 1st 19	SKU	Quantity	Active	<a href="#">View</a>
<input type="checkbox"/>	10641805800001	test Q1	2019-08-01 17:49:45	Aug 1st 19 - Aug 1st 19	SKU	Quantity	Active	<a href="#">View</a>
<input type="checkbox"/>	10576401600001	quantity bundle test	2019-07-03 15:53:08	Jul 3rd 19 - Jul 5th 19	SKU	Quantity	Active	<a href="#">View</a>



# Frequently Asked Questions

Listed below are some of the most frequently asked questions that Sellers have regarding Bundles. If you still have any queries you may contact the **Seller Support Team** through our **helpline** or **Contact Us form**

<b>What happens when my SKU goes out-of-stock?</b>	Your bundle will be automatically deactivated. To reactivate, please add stock and go to My Promotions to reactivate the bundle
<b>Will my bundle go live instantly?</b>	Your bundle will go live during the promotion period you have selected. If your bundle does not show up during the period selected, please contact your Key Account Manager or Seller Support Team.
<b>In my promotions list, what does 'status' mean?</b>	Active means that particular bundle is live on your store while deactivated mean not live
<b>I created a bundle by accident. How do I cancel it?</b>	Visit Promotions > Select Bundle from the Promotion List > Deactivate the bundle
<b>Do I have to package all of the items in the bundle together?</b>	Not required. However, we highly suggest that you keep all bundled items in the same package for the best customer experience to reduce returns
<b>What is the return policy?</b>	Customers must return all bundle products in order for the return to be processed. Returns claims will not be accepted for incomplete bundles

# WISHING YOU A GREAT SELLING EXPERIENCE!

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